

# How to Work with the Media



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出版者:Sage Publications, Inc

出版时间:1993-8-10

装帧:

isbn:9780803950894

This useful guide explains the workings of the press and other media, and gives concrete, practical advice on how to work with them effectively. The authors provide examples of all likely media situations and offer clear directions for handling them, showing academics how to use the media rather than be used by them.

作者介绍:

目录:

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